

**What Is Claimed Is:**

1. A system for providing advertisements to mobile stations comprising:

a service provider, wherein the service provider includes an information gateway and a service gateway;

5 a content provider for providing an advertisement to the service provider; and

a mobile station,

wherein the service provider receives information associated with the mobile station from a mobile network, and

10 wherein the mobile station receives the advertisement if the mobile station satisfies a predetermined condition associated with the advertisement.

2. The system of claim 1, wherein the predetermined condition is setting up a call or entering a predetermined location.

3. The system of claim 1, wherein the service gateway receives  
15 information associated with the mobile station from the mobile network and wherein the information gateway provides the advertisement to the mobile station under the control of the service gateway.

4. The system of claim 1, wherein the content provider provides the advertisement to the service provider tagged with certain information.

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5. The system of claim 4, wherein the tags are selected from the group consisting of:

information type;  
zone/area related information;  
information attributes;  
information validity;  
preferentials; and  
language keys.

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6. The system of claim 1, wherein the service provider is a mobile Internet service provider.

7. The system of claim 1, wherein the service provider stores information related to the mobile station.

8. The system of claim 7, wherein the information related to the mobile station is selected from the group consisting of:

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capability of the mobile station;  
type of connection associated with the mobile station;  
information type;  
information profile;  
language keys; and  
whether the mobile station has activated receipt of advertisements.

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9. The system of claim 1, wherein the mobile station receives the advertisement only if subscriber specific information associated with the mobile station and the capabilities of the mobile station match criteria associated with the advertisement.

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10. A method for providing advertisements to a mobile station in a mobile network comprising the steps of:

soliciting, by a service provider, content providers;

5 providing an advertisement, by a content provider, to the service provider, wherein the advertisement includes information associated with the advertisement;

soliciting, by the service provider, subscribers with mobile stations; and

10 sending the advertisement to the mobile station if the mobile station satisfies a predetermined condition associated with the advertisement.

11. The method of claim 10, wherein the predetermined condition is setting up a call or entering a predetermined location.

12. The method of claim 10, wherein the service provider includes a service gateway and an information gateway, the method further comprising the steps of:

15 receiving, by the service gateway, information associated with the mobile station from the mobile network; and

controlling, by the service gateway, the provision of the advertisement by the information gateway.

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13. The method of claim 10, wherein the information associated with the advertisement is selected from the group consisting of:

information type;  
zone/area related information;  
information attributes;  
information validity;  
preferentials; and  
language keys.

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14. The method of claim 10, wherein the service provider is a mobile Internet service provider.

15. The method of claim 10, further comprising the step of:  
storing, by the service provider, information related to the mobile station.

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16. The method of claim 15, wherein the information related to the mobile station is selected from the group consisting of:

capability of the mobile station;  
type of connection associated with the mobile station;  
information type;  
information profile;  
language keys; and  
whether the mobile station has activated receipt of advertisements.

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17. The method of claim 10, further comprising the step of:

receiving, by the mobile station, the advertisement only if subscriber specific information associated with the mobile station and the capabilities of the mobile station match a criteria associated with the advertisement.